

iRama Sports Developments

WHYTELEAFE
ABINGDON
BRIGHOUSE



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About Us

IRAMA is a international development entity specialising in sports-led real estate, community infrastructure and strategic hospitality investments. We acquire, develop and reposition assets globally, transforming under-utilised land into high-yield, income-producing destinations.

With \$150M+ in realised global capital gains, our portfolio spans stadiums, academies, affordable housing, aviation assets, athlete accommodation, conference venues and elite training campuses. We build assets that generate value twice: first through development uplift, and then through recurring operational income across events, education, hospitality, sports tenancy and commercial partnerships.

We proudly collaborate with football legend and all-time Liverpool leading goalscorer Ian Rush MBE, whose presence strengthens our academy, community, and grassroots development projects. Together, we expand participation, create pathways for young talent, and reinforce our mission to build world-class sports destinations that serve both community and commercial demand.

Focused on long-term growth across the UK, Europe and global sports markets, our goal is straightforward: build places where communities thrive, investors prosper, and talent is developed for the future. We don't just construct facilities — we build ecosystems that deliver financial strength, social impact and generational opportunity.



Whyteleafe Sports Grounds Development

The Whyteleafe Sports project transforms an established South London football ground into a multi-asset sports and hospitality campus designed to generate long-term, resilient cashflow through sport, education, housing and commercial operations. The development captures year-round demand from schools, academies, community sports and private events, creating reliable occupancy and high utilisation.

Revenue is driven by hospitality, gym memberships, pitch bookings, residential beds, education partnerships and event hire, delivering both strong operational yield and capital uplift. With access to community funding and affordable housing support, Whyteleafe offers low-risk, long-term income backed by grassroots sport and London-area demand.

Current Value: £5,339,725

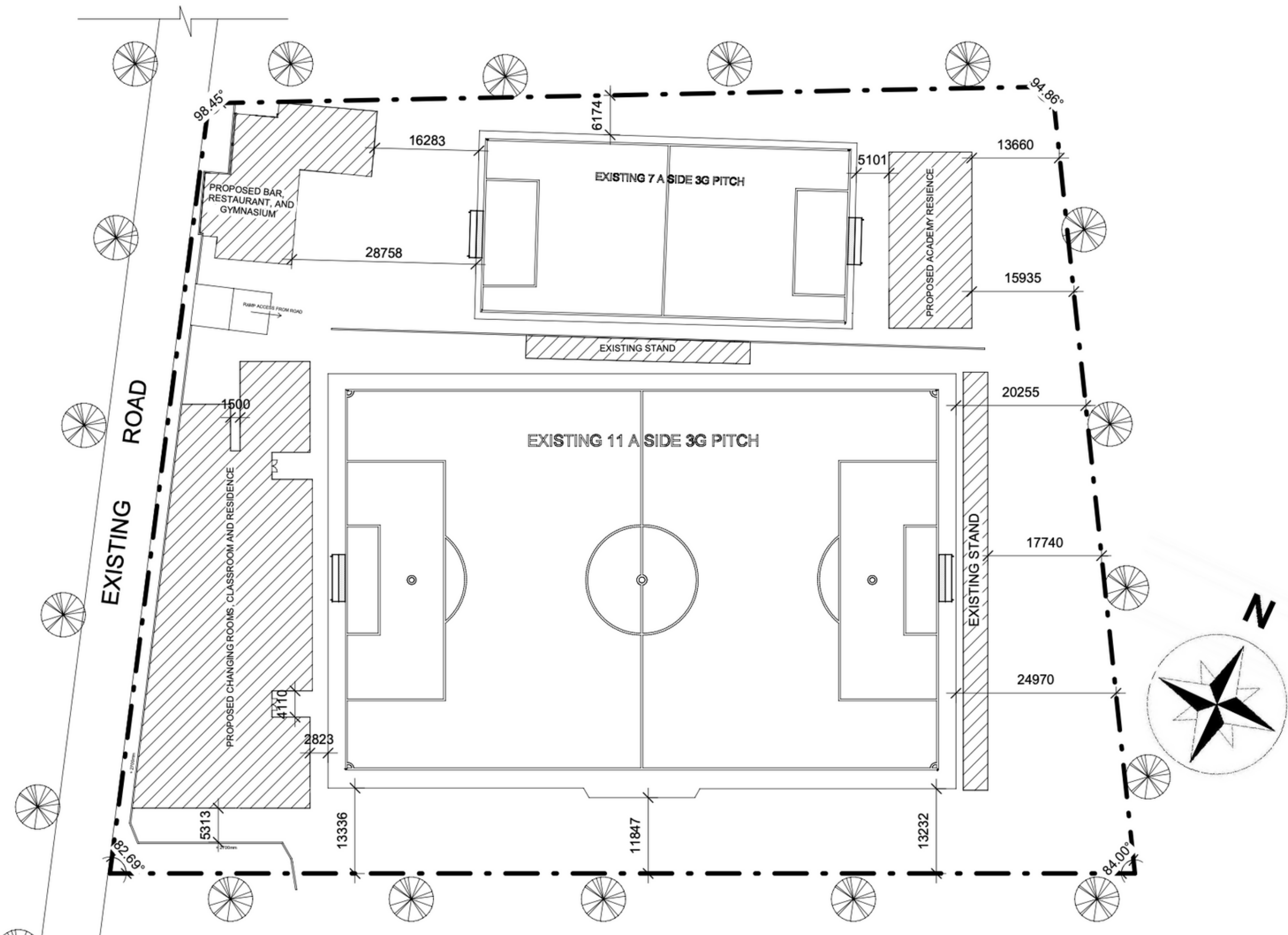
Potential Renovation Cost: £7,500,000

Potential Sale Value: £16,000,000

Potential Yearly Revenue: £2,100,246



Whyteleafe Sports Grounds Development



Abingdon Sports Grounds Development

Abingdon Sports Centre will be transformed into a multi-income sports and education hub, featuring a modern clubhouse, academy building, spectator stand, and a fully renewed FA-approved 3G/Hybrid pitch. The development generates year-round revenue from academy partnerships, pitch hire, tournaments, sponsorships, events and match-day hospitality.

With strong planning alignment and access to sports funding and education incentives, investors benefit from both recurring operational yield and major capital uplift as the site shifts from a community ground to a high-value, multi-purpose sports campus.

Current Value: £2,569,863

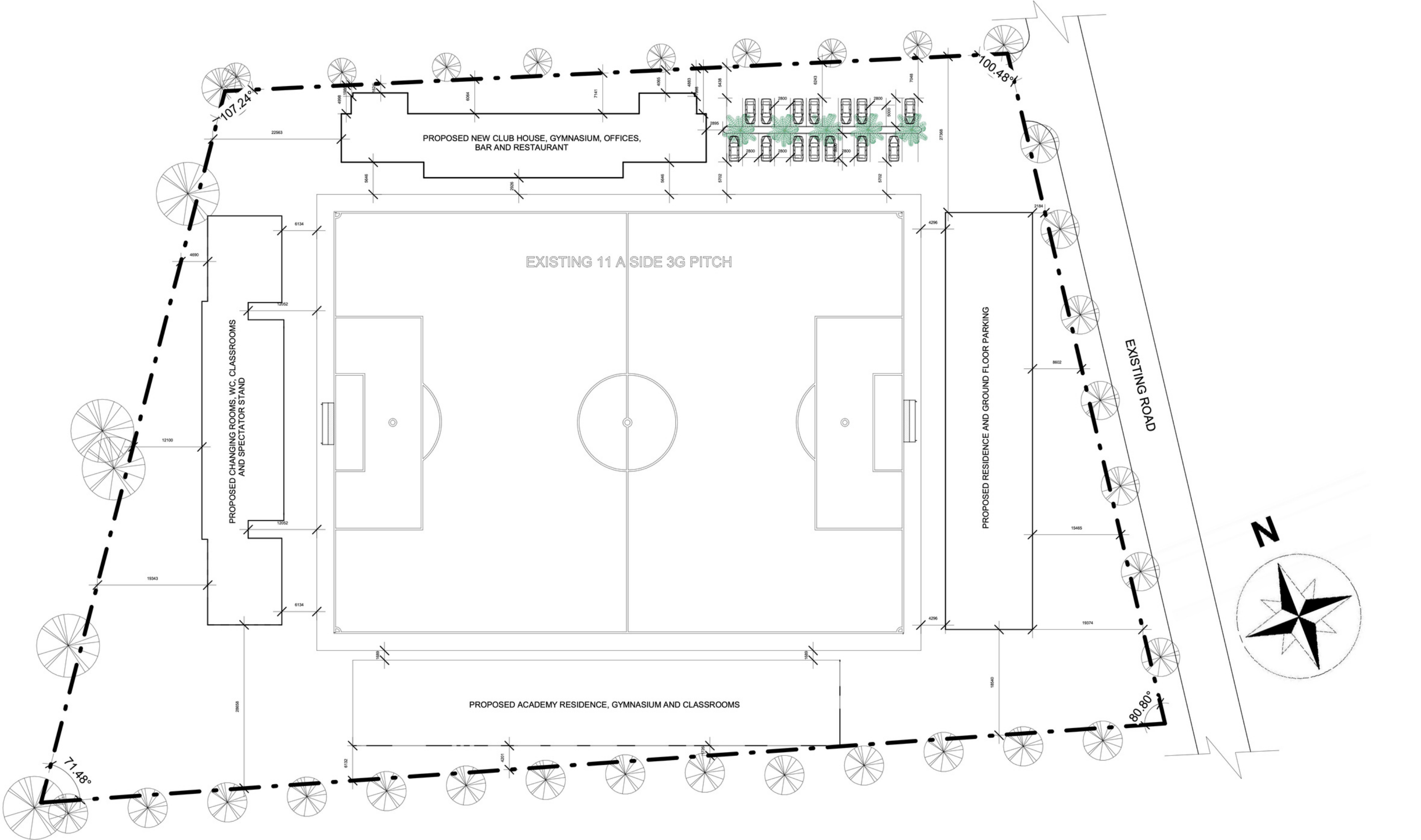
Potential Renovation Cost: £6,000,000

Potential Sale Value: £13,500,000

Potential Yearly Revenue: £1,305,752



Abingdon Sports Grounds Development



Brighthouse Sports Grounds Development

Brighthouse Football Campus will be upgraded into a premium commercial sports destination, combining a new clubhouse, education facility, accommodation, and a tournament-grade 4G pitch. The development drives diverse revenues through academy residencies, hospitality, gym memberships, events, conferences, and pitch hire from leagues, schools, and private clubs.

Eligible for Northern Levelling Up support and community funding, the scheme delivers both strong operational income and substantial capital uplift, evolving a regional football ground into a high-yield sports, education and hospitality campus with national partnership potential.

Current Value: £2,400,000

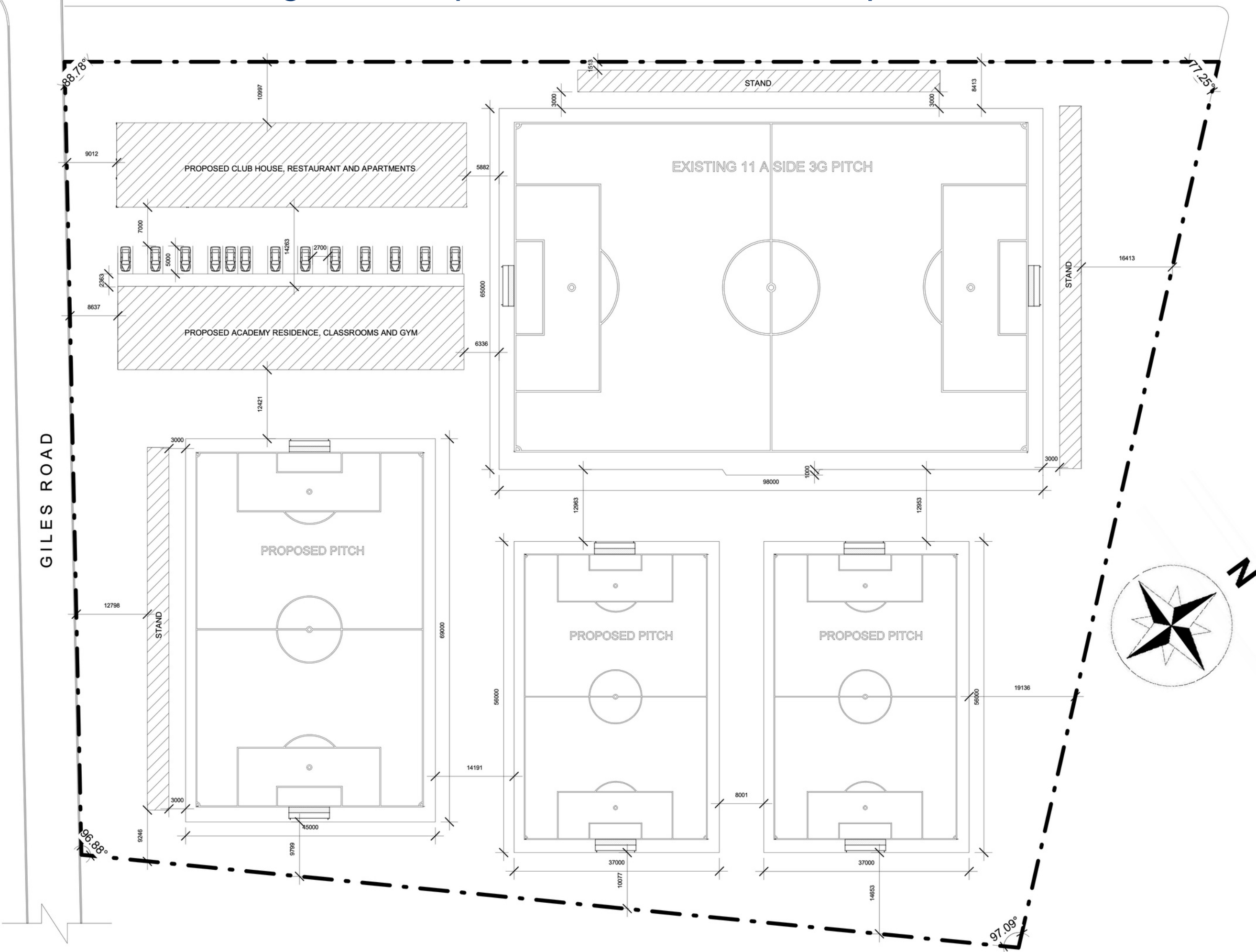
Potential Renovation Cost: £6,000,000

Potential Sale Value: £11,200,000

Potential Yearly Revenue: £1,701,746



Brighthouse Sports Grounds Development



Contact Us

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